

**MINUTES OF THE BOARD OF DIRECTORS
HOLLYWOOD PROPERTY OWNERS ALLIANCE
November 18, 2010**

Directors Present	Thaddeus Smith, President	The Music Box Theater
	Ron Radachy, V.P.	Oasis of Hollywood
	Michael Gargano, Secretary	Argent Ventures and Millennium Partners
	Aziz Banayan	Algert Co., Inc.
	Neelura Bell	CRA/LA - (Ex-officio Member)
	Chris Bonbright	Whitley Court Partners
	Jeff Cohen	Gatehouse Capital
	Michael Gargano	Argent Ventures, LLC
	Captain Beatrice Girmala	LAPD - (Ex-officio Member)
	David Green	Nederlander Organization - (Ex-officio Member)
	Nathan Korman	NBK, LLC
	John Lyons	Avalon Hollywood/Bardot
	Jan Martin	AMDA
	Jim McPartlin	W Hotel
	Galo Medina	Comprehensive Financial Services
	Don Mushin	Toyota of Hollywood
	Louis Pelliccia	The Kress
	John Tronson	Tronson Investment Group
	Monica Yamada	CIM Group, LP
Directors Absent	Frank Stephan, Treasurer	The Clarett Group
	Greg Angelo	METRO
	Jose Malagon	Hollywood Media Center
	Leron Gubler	Hollywood Chamber - (Ex-officio Member)
	Jeff Loeb	Pantages Theatre – (Streetscape Committee Chair)
	Tej Sundher	Hollywood Wax Museum
	John Tronson	Tronson Investment Group
Staff	Kerry Morrison	HPOA
	Sarah MacPherson	HPOA
	Devin Strecker	HPOA

	Joe Mariani Jr.	HPOA
Guests	Kambiz Batmanghelic	Antenna
	Jonathan Hodges	Sound Recorders

Annual Meeting

I. Call to Order

The meeting was called to order by Board President Thaddeus Smith at 4:09 p.m.

II. Election of Directors

Monica Yamada presented the following slate of directors to the board:

Chris Bonbright
Michael Gargano
John Lyons
Galo Medina
Louis Pellicia

It was moved by Jim McPartlin, seconded by Ron Radachy and CARRIED to appoint the proposed slate of directors to the board to serve a three year term.

III. Election of Officers

Monica Yamada presented the following slate of Officers to the board:

Thaddeus Smith, President
Ron Radachy, Vice President
Frank Stephan, Treasurer
Jim McPartlin, Secretary

It was moved by Monica Yamada, seconded by Jeff Cohen and CARRIED to approve the proposed slate of Officers to the Board to serve a one year term.

IV. New Business

V. Adjournment

Monthly Business Meeting

I. Call to Order

The meeting was called to order by Board President Thaddeus Smith at 4:13 p.m.

II. Public Comment

Kambiz Batmanghelic, owner of 6372-8 Hollywood Blvd., stated that he was there to discuss the ECCA (East Cahuenga Corridor Alley) project, after having spoken to Aziz Banayan. Kerry Morrison added that the item is on the agenda under "Streetscape" and that the property owners affected by the project have discussed hiring the HPOA staff to organize and administer the project. There are 13 property owners total and they are asking for a neutral

third party to help lay out the concept and put together the proposal. Jonathan Hodges, owner of 6361 Selma, introduced himself and said he was also present to represent the alley project and to observe the BID.

III. Approval of Minutes

It was moved by Chris Bonbright, seconded by Jim McPartlin and CARRIED to approve the minutes from the board's October 21, 2010 meeting.

IV. Treasurer's Report

A. Treasurer's Report for October 31, 2010:

It was moved by Ron Radachy, seconded by John Lyons and CARRIED to approve the Treasurer's Report for October 31, 2010.

B. Approve 2011 Budget and Planning Report: Kerry Morrison reviewed for the board the 2010 variance report and the proposed budget for 2011. She indicated that a subcommittee had met with her prior to the meeting (John Tronson and Frank Stephan) to go over the report in preparation for the board meeting. The city's template for the 2011 Planning Report was also reviewed in draft form.

It was moved by Jan Martin, seconded by Don Mushin and CARRIED to approve the 2001 Budget and Planning Report for the Hollywood Entertainment District.

V. Committee/Activity Reports

A. Streetscape Committee

1. ECCA Alley Update: Aziz Banayan gave a background to the ECCA project. He explained that, while within the BID boundaries, the alley project is its own 'micro-district' area, which is in need of a neutral third party to foster progress and mediate disputes between the property owners and the city. Morrison added that the property owners involved are set to receive a large gift from the city to renovate the alley, creating a European 'piazza' style atmosphere which all the businesses can benefit from. Currently the group is struggling, with issues needing to be coordinated relative to trash pickup, installation of grease interceptors for restaurants, decorative lighting and landscaping. It was suggested at a meeting of the property owners that they form an entity similar to a homeowners association to manage the project; Banayan raised the possibility of contracting with HPOA for administration. Galo Medina suggested looking at Santee Alley downtown to see how they did it there. Ron Radachy asked what liability HPOA would assume if it contracted with ECCA; Morrison stated that it would be similar to our contract with CHC (Central Hollywood Coalition) and that we have liability insurance for consulting. Thad Smith stated that we need approval to work on this issue.

It was moved by Monica Yamada, seconded by Don Mushin and CARRIED to authorize HPOA staff to negotiate a management agreement with committee of East Cahuenga alley owners to provide meeting facilitation, dispute mediation, centralized communications and development of guidelines and rules, for an administrative fee made payable to HPOA. The agreement would be brought back to the board for their approval.

2. Joint CRA/LA City Planning Commission Meeting: MacPherson sent out an e-mail to all board members notifying them of the joint meeting scheduled for 9am on December 2 at the Egyptian Theatre, and stressed the importance of the meeting, urging board members to review the red-line version of the CRA's Urban Design Guidelines and to attend the meeting. Neelura Bell presented a summary of the Urban Design Guidelines for Hollywood Blvd. and Sunset Blvd.

3. Report Back From Tour of Wilshire Center: MacPherson stated that she, Devin Strecker and Vytas Juskys met with Michael Russell of the Wilshire Center BID to learn more about the streetscape improvements, such as medians, pocket parks, and planters installed by that BID. She said she would be sending a report and photos out to the committee soon.

B. Marketing Committee

1. Cirque de Soleil Restaurant Partnerships Meeting: Devin Strecker stated that he is coordinating a meeting between the restaurant owners/operators in Hollywood with the V.P. of Marketing for Cirque du Soleil. He explained that Cirque is planning on having 10 performances of their show at the Kodak Theatre each week, bringing 25,000 people into Hollywood, and the purpose of the meeting is to introduce the restaurants to Cirque in order to build relationships for possible promotions to make sure those people are eating and drinking in Hollywood in addition to attending the show.

2. Parking Issue Update: Strecker said the committee has been looking at ways to improve the parking availability and affordability due to the response from all groups surveyed in the Demographic Research Project, which found parking as a major issue for the area. He said the City Council is currently advancing a plan to lease (long-term) all the city-owned parking garages, over 60% of the spaces of which are in Hollywood. Morrison explained that this is an attempt to fill a hole in the city's budget, but that the consequences could be much higher prices for parking, which could have a negative effect on business in Hollywood. She noted that, in 2001 when Hollywood & Highland first opened, the \$10 parking rate nearly killed the project, and it wasn't until the city lowered the price to \$2 for 4 hours, and allowed area merchants to validate, did it become successful. She advised the board that immediate action should be taken, as the city council is asking for comments prior to the finalization of the RFP, before Thanksgiving. The hearing for the final RFP is on December 8. She had e-mailed the board a letter she had drafted, as well as a letter drafted by the Chamber of Commerce who discussed the issue the previous day. Chris Bonbright said it is a good idea to get an economists' opinion on the proposed deal.

It was moved by Chris Bonbright, seconded by Galo Medina and CARRIED that the board would provide guidance to HPOA staff for involvement in issues and review draft comment letter to city which outlines HPOA policy concerns about transfer of public parking assets to a private party and affirms the HPOA's opposition to the current proposal.

C. Security Committee

1. General Update: Captain Bea Girmala stated that the good news is that Hollywood is down 23% in crime currently. On Halloween, despite large crowds on Hollywood Blvd., the first arrest was not made until 1:30 a.m. All suspects arrested were ex-convicts and gang members from South Los Angeles. There were five shooting victims, all survived, and all suspects and weapons are in custody.

2. Briefing on Recent Nightclub Occupancy/Overcrowding Enforcement Actions: Girmala reported that recently, LAFD and LAPD have had to close down five establishments due to overcrowding. LAFD Inspector Ayala explained what night inspectors look for: first, the

lines on the sidewalks should be well organized. If not, the inspector then asks the security guards for a pedestrian count; if there is an issue with this, they will then speak with the manager and ask to see the business license and “Division 4,” do a walk-through of the club, check for fire extinguishers and check the exits. Often times there are items stored in the exit areas. He said that Occupancy Load signs must be posted within the establishment. He gave contact information for the Hollywood local inspector, Eugene Andrews, who can be reached at 213-978-3650.

3. Recent Trends in Hollywood: Girmala showed a short video from Fox News 11 which presented Hollywood nightlife in a very negative light. She stressed the need for self-policing and peer pressure to make sure the irresponsible operators are not ruining Hollywood for everyone else, and that due to the current state of affairs with Hollywood Nightlife there is a threat that the 40 dedicated officers to the Entertainment District could be removed. Girmala stated that there will be a meeting at 1pm on December 1 at the Directors Guild where these current trends and LAFD safety concerns will be discussed. Thad Smith discussed the issue of party buses coming to Hollywood.

With regards to the costumed characters, Girmala reported on the recent court ruling that said the characters are free to perform on Hollywood Blvd., but stated that this does not mean LAPD cannot continue to make arrests for aggressive solicitation. LAPD is still monitoring the situation and making arrests when illegal activity is occurring. She stressed the importance of controlling this situation to prevent potential terrorism incidents.

VI. Old Business

None

VII. New Business

A. Hollywood Farmer’s Market Update: This item was tabled until next month.

VIII. Report from Executive Director

A. Proposed Planning Retreat for HPOA Board of Directors: Morrison proposed scheduling a planning retreat in January but said she did not see a need to hire a consultant this time.

IX. Executive Session

A. Review/Approve Human Resources Budget for 2009 and 2010: Morrison reviewed the human resources salary budget and left the meeting for the board to discuss. **It was moved by Chris Bonbright and seconded by Ron Radachy to establish the salary budget at \$411,000, which represents a one percent decrease from the previous year, and to also authorize a cost of living increase for the executive director.**

IX. Next Meeting

The next meeting is scheduled for Thursday, December 16, 2010 at 4 p.m. in Suite 200 of the Taft Building (1680 Vine St., Los Angeles, CA. 90028).

X. Adjournment: The meeting was adjourned at 6 p.m.